

Incontinence And Ostomy Care Products Market Outlook Signals Expansion To \$21.75 Billion Through 2030

*The Business Research Company's
Incontinence And Ostomy Care Products
Global Market Report 2026 – Market Size,
Trends, And Forecast 2026-2035*

LONDON, GREATER LONDON, UNITED
KINGDOM, August 11, 2026

/EINPresswire.com/ -- The market for
incontinence and ostomy care

products has seen significant expansion in recent years, driven by various health and demographic factors. As more people seek effective solutions for managing bladder, bowel, and stoma-related conditions, this sector is poised for continued growth. Below, we explore the current market size, key growth drivers, regional trends, and future outlook for this important healthcare segment.

The logo for The Business Research Company, featuring a stylized bar chart with three bars of increasing height, colored in teal and dark blue. The text "The Business Research Company" is written in a serif font to the left of the chart.

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Current Market Size and Forecast for the [Incontinence and Ostomy Care Products Market](#)

The incontinence and ostomy care products market recorded notable growth recently and is projected to increase from \$17.39 billion in 2025 to \$18.29 billion in 2026, reflecting a compound annual growth rate (CAGR) of 5.2%. This rise during the historical period has been largely fueled by the growing prevalence of urinary incontinence, a surge in gastrointestinal disorders, an expanding elderly population, the development of hospital and clinical care infrastructure, and heightened awareness about hygiene and personal care.

Looking ahead, the market is expected to maintain steady expansion, reaching \$21.76 billion by 2030 with a CAGR of 4.4%. Factors contributing to this forecast include a rising demand for home care products, increased chronic bowel disease cases, greater emphasis on patient comfort and dignity, improved healthcare access in emerging economies, and a growing need for long-term care. Significant trends anticipated to influence the market include demand for discreet, comfortable incontinence solutions; greater use of home-based care approaches; development of skin-friendly and hypoallergenic materials; broader product ranges designed to manage nighttime and heavy incontinence; and enhanced awareness and acceptance of ostomy and incontinence care products.

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Understanding Incontinence and Ostomy Care Products and Their Role

Incontinence and ostomy care products encompass specialized items designed to assist individuals managing bladder or bowel control issues, as well as those maintaining stoma hygiene. These include absorbent pads, briefs, and protective skin barriers, all aimed at improving comfort, hygiene, and dignity. Their purpose extends beyond mere functionality, supporting users in daily routines, social engagement, and overall quality of life by addressing specific medical needs in a sensitive and effective manner.

Key Factors Boosting Growth in the Incontinence and Ostomy Care Products Market

A major driver behind the market's growth is the rising incidence of digestive disorders worldwide. These conditions affect the gastrointestinal tract, which processes food and maintains digestive health. Common digestive ailments such as gastroesophageal reflux disease (GERD), irritable bowel syndrome (IBS), and inflammatory bowel disease (IBD) have become more prevalent due to lifestyle changes, dietary habits, stress, and environmental influences. Incontinence and ostomy care products play a crucial role in managing symptoms like fecal or urinary incontinence, especially after surgeries or in severe disease cases.

For instance, Crohn's and Colitis Canada reported in June 2023 that the number of IBD patients in Canada is projected to rise from 322,600 (0.8% of the population) in 2023 to 470,000 (1.1% of the population) by 2035. New diagnoses are expected to increase from 11,000 cases (one every 48 minutes) in 2023 to 14,000 cases (one every 38 minutes) by 2035. This upward trend in digestive disorders is a significant factor propelling demand for incontinence and ostomy care products.

View the full incontinence and ostomy care products market report:

https://www.thebusinessresearchcompany.com/report/incontinence-and-ostomy-care-products-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Aug_PR

Which Regions Are Leading and Growing Fastest in the Market

In 2025, North America held the largest share of the global incontinence and ostomy care products market. Meanwhile, the Asia-Pacific region is forecasted to experience the fastest growth over the coming years. The market analysis encompasses key geographical areas including Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, providing a broad view of regional dynamics influencing the market's direction.

The 2026 edition of our market reports now delivers enhanced analytical coverage through market attractiveness scoring and analysis, total addressable market (TAM) analysis, company scoring matrix graphics and tables, Excel-based forecasting dashboards, market hotspots

infographics, key technologies and future trend analysis, plus updated graphics and tables.

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